



# THE:TV:OF:TOMORROW:SHOW

## A CALL TO ARTISTS

*The TV of Tomorrow Show March 3-5, 2010*

*(<http://www.thetvoftomorrowshow.com>) will be having its 4th Annual industry conference at the Yerba Buena Center for the Arts (<http://www.ybca.org>). In the same room as the conference, there is an **ART GALLERY** that is completely accessible to all high-level executives at all times and by the public at the evening reception on March 3rd. Artists are welcome to submit works for the show for display or sale.*



**TYPE OF WORK REQUESTED:** We are especially looking for interactive multiplatform-enabled media, but this does not necessarily mean we are only interested in digital pieces. We are interested in New Media, Mixed Media, Sculpture, Photographs, Paintings, Performance Art, Poster Art, Print-making, Film & Video, Video Performance, Spoken Word, Fashion. If you want to sell something that is more of a commodity, please provide details.

**OUR THEMES:** All submissions must interpret, comment on any of the following themes:

- This year, we are particularly interested in the ideas behind the definition of the word **Television**. [From Wikipedia: The word is derived from mixed **Latin** and **Greek** roots, meaning "**Far Sight**": Greek *tele* (τῆλε), far, and Latin *visio*, sight (from *video*, *vis-* to see, or to view in the first person).]
- We are also interested in "**Augmented Reality**" and the "**TV of Tomorrow**"

**DETAILS ON FINANCIAL SPLIT:** 40/60 you - more info available upon request.

**GALLERY PARTNERSHIPS:** We are open-minded about partnerships with other galleries and interested in collaborating in new ways. Last year, we worked with Catherine Clark Gallery who loaned us 2 pieces. We are in discussions with other galleries in San Francisco and New York currently. If you have an idea, we're happy to discuss.

**OUR GOALS:** The producers of TVOT want to inspire and influence show attendees and others to think about the nature and future of interactive video and computer communications and about light and data or 2D-3D-4D projection. We're asking: Will TV be augmented and immersive or personal or impersonal? What is the future of the art of ITV storytelling and interactive application services? Is TV a bad or a good thing? Should we "cut the cord" or embrace TV's powerful ability to convey ideas, stories, and commercials in new ways? Do we want to interact with our video programming or not? We'd also like to see them buy your work and enjoy your piece(s) in a more permanent setting.

**WHO ARE THE ATTENDEES?:** At the TVOT conference, all attendees (high-level executives) are directly responsible for many aspects of television or online video programming on all types of networks (cable, satellite, Internet, mobile, etc.) and work in content development, design, strategy, technology development, and so on. They are very smart, often creative-thinkers, themselves, award-winners, but have the opportunity to have massive impact on our widespread international, popular culture. Each one comes from companies such as NBC, CBS, ABC,



ESPN, HBO, Fox, Starz, Showtime, Oxygen, Bravo, the BBC, the NHK, CBC (Canada), Time Warner Cable, Comcast, Cablevision, DirectTV, DISH, Yahoo, YouTube, Google, Microsoft, TiVo, Apple, Sun, Canoe Ventures, Schematic, the Emmy Awards, the Oscars, and many other smaller or lesser-known companies that are emerging in the online video space building out exciting work.

**LOAD-IN-OUT:** The show will be hung the morning and afternoon of Tuesday, March 2nd and the show will break down on March 4<sup>th</sup> or 5th (we're still determining that) in the late afternoon and early evening.

**WHERE:** The show will take place at Yerba Buena Center for the Arts <http://www.ybca.org> Possible Secondary Location in San Francisco (TBA)



**TVOT 2009**

Marque Cornblatt

"Barak Obama Rendered On..." various game consoles



**TVOT 2009**

Mary Patterson

"Rabbit Ears of Tomorrow"

**ART GALLERY & TVOT SHOW PRODUCED BY:** Tracy Swedlow, Editor of InteractiveTV Today [itvt]  
<http://www.thetvoftomorrowshow.com> Daily News: <http://itvt.com>  
2959 Mission Street, Suite A,  
San Francisco, CA 94110  
Contact: [swedlow@itvt.com](mailto:swedlow@itvt.com) 415-824-5806

**Co-CURATED BY:** Julie "Jill" Andersen of ChatterBox  
404 Summit Dr. Corte Madera, Ca. 94925  
[jilleele@yahoo.com](mailto:jilleele@yahoo.com) or 415 240 2202

#### About ChatterBox

ChatterBox is a San Francisco-based arts organization devoted to showcasing artists and their work via cross-cultural exchange programs and exhibitions in the United States, China and Vietnam. ChatterBox has been representing California artists for the last 10 years.





TVOT 2009  
Michael Ang (Project Lead), and Karl Channell and Joshua Dickens "Found Connections"



TVOT 2009  
Joanne Bloomfield  
"Irradiant Beauty"



TVOT 2009  
Jonathan Foote  
"The Ripple Matrix"

